

CASE # CLL-2011-0002

CITY OF AUSTIN  
APPLICATION TO SIGN REVIEW BOARD  
SIGN VARIANCE

ROW-10544139  
TP-0107131101

**WARNING: Filing of this appeal stops all affected construction activity.**

**PLEASE: TYPE AND COMPLETE ALL REQUESTED INFORMATION.**

STREET ADDRESS: 3201 Bee Caves Rd., # 175

LEGAL DESCRIPTION: Subdivision - old Tarlton Center

Lot(s) 1 Block \_\_\_\_\_ Outlot \_\_\_\_\_ Division \_\_\_\_\_  
Strickland Sign Service LLC

I/We National Sign & Marketing Corp. on behalf of myself/ourselves as authorized agent for  
Carl Karcher Enterprises, Inc. affirm that on \_\_\_\_\_, 20\_\_, hereby apply for a hearing before

the Sign Review Board for consideration:

ERECT - ATTACH - COMPLETE - REMODEL - MAINTAIN

To internally light logo on signs. (Star)

on wall signs & building

in a \_\_\_\_\_ zoning district, located within the Scenic Sign

District.

If your variance request is for a reduction in setbacks or height limits, please contact Christine Esparza with the Electric Utility at 322-6112 before filing your application with this office to discuss your request. The Electric Utility will recommend the board deny your request if it will result in an encroachment into an electric easement or a NESC violation.

NOTE: The Board must determine the existence of, sufficiency of and weight of evidence supporting the findings described below. In order to grant your requests for a variance, the Board must first make one or more of the findings described under 1, 2, and 3 below; the Board must then make the finding described in item 4 below. If the Board cannot make the required findings, it cannot approve a sign variance.

Therefore, you must complete each of the applicable Findings Statements as part of your application. Failure to do so may result in your application being rejected as incomplete. Please attach any additional support documents.

VARIANCE FINDINGS: I contend that my entitlement to the requested variance is based on the following findings:

1. The variance is necessary because strict enforcement of the Article prohibits any reasonable opportunity to provide adequate signs on the site, considering the unique features of a site such as its dimensions, landscaping, or topography, because: Carl's Jr. Restaurant has a long standing logo that is readily identifiable by the public. This logo consists of a yellow star shape with an image of a smiling face on the surface of the star. In order to properly identify this restaurant as a member of the Carl's Jr. family of restaurants at night, it is critical that we are allowed the opportunity to illuminate the logo at night.

OR,

2. The granting of this variance will not have a substantially adverse impact upon neighboring properties, because: this request is for a star shaped logo with a smiling face centered on it. It will not have an adverse impact upon the neighboring community, in fact in many cities, citizens and surrounding businesses find that it creates a positive impact due to its welcoming design.

OR,

3. The granting of this variance will not substantially conflict with the stated purposes of this sign ordinance, because: the ordinance was written to provide consistent guidelines and standards for high quality and aesthetically pleasing signage in the city. The request before you to allow illuminated star shaped logos with a smiling face centered on it follows the intent of the ordinance. The ordinance does not have specifics on the illumination of corporate logos, but only allows the illumination of individual letters. This logo is designed to illuminate in the exact same manner as the letters that it is adjacent to.

AND,

4. Granting a variance would not provide the applicant with a special privilege not enjoyed by others similarly situated or potentially similarly situated, because: there are multiple other business in the immediate area with illuminated logo signs along the Scenic Route Sign District. Carl's Jr. star logo is specific to the brand and is a common geometric shape. It is designed and manufactured in the same manner as an illuminated channel letter, following the intent of the ordinance. The granting of the variance allowing us to illuminate the logo would be no different than allowing another business to illuminate their "logo-type letter only" sign. The granting of this variance would complement the similarly designed signage concepts already enjoyed by other surrounding businesses.

APPLICANT CERTIFICATE – I affirm that my statements contained in the complete application are true and correct to the best of my knowledge and belief.

Signed Marty Strickland Mail Address 217W Langley Blvd.  
City, State & Zip Universal City, TX 78148  
Printed Marty Strickland Phone 566-2500 Date 2-7-2011

OWNERS CERTIFICATE – I affirm that my statements contained in the complete application are true and correct to the best of my knowledge and belief.

Signed [Signature] Mail Address 13580 5<sup>th</sup> Street

City, State & Zip Chino, CA 91730

Printed Haynes Trask Phone 909-591-4742 Date \_\_\_\_\_

*CKE Representative*

**ADDITIONAL INFORMATION TO BE SUBMITTED WITH COMPLETED APPLICATION: (FAILURE TO SUBMIT ALL THE REQUIRED MATERIALS WILL RESULT IN NON-ACCEPTANCE OF THE APPLICATION. LATE BACKUP MATERIAL WILL BE ACCEPTED UNTIL 9:00 A.M. THE TUESDAY PRIOR TO THE MEETING, THERE WILL BE NO EXCEPTIONS.)**

**SITE PLAN:** Must be drawn to scale, showing present and proposed construction and locations of existing structures on adjacent lots.

All Sign Review Board cases must submit location and elevation drawings, drawn to scale, in addition to the site plan required.

APPLICATION FEES: Residential	\$360.00
All Other	\$660.00

Please be advised that the Board can only hear so many cases a month, therefore, first come, first served.

Please be advised that a request for reconsideration must be filed within 7 days from the Board meeting.

A variance from the Building Code Board of Appeals may be required for variances from the Zoning Board of Adjustment (no Sign Review Board cases need to call). Please consult a code specialist in the Plan Review Division at 974-2580.

If you need assistance completing this application (general inquires only) please Susan Walker, 974-2202 or Diana Ramirez, 974-2241, 505 Barton Springs Road, Suite 525 (One Texas Center).

**NOTE: ALL VARIANCES EXPIRE 1 YEAR (12 MONTHS) FROM DATE OF APPROVAL BY BOARD AS STATED IN SECTION 25-1-217 OF THE LAND DEVELOPMENT CODE UNLESS BOARD DEEMS OTHERWISE.**

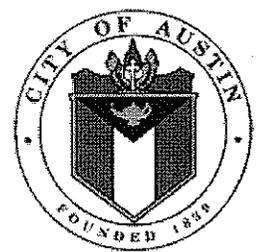


**SIGN REVIEW BOARD**

CASE#: C16-2011-0002  
 LOCATION: 3201 BEE CAVES RD  
 GRID: F22-23  
 MANAGER: SUSAN WALKER

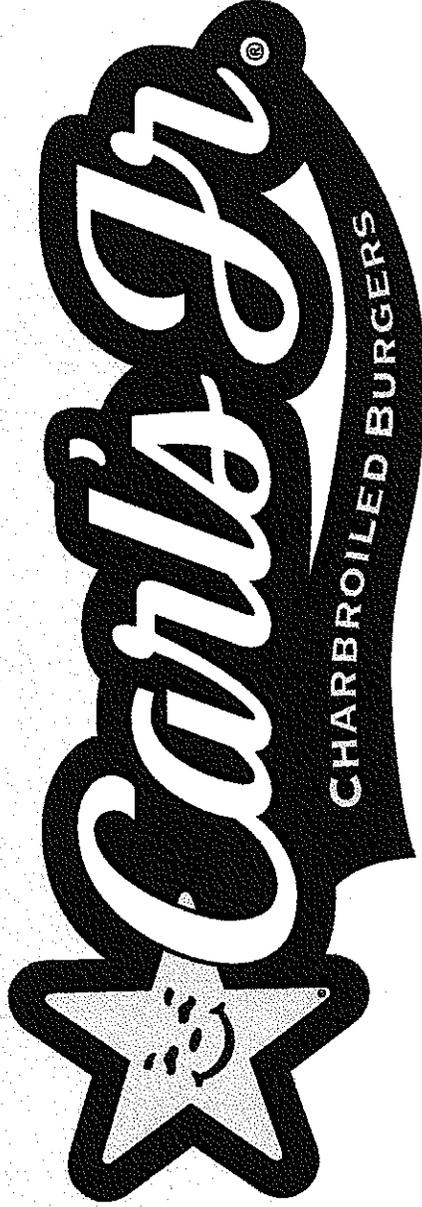


-  SUBJECT TRACT
-  ZONING BOUNDARY



This map has been produced by the Communications Technology Management Dept. on behalf of the Planning Development Review Dept. for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.

PRESENTED TO



3201 Bee Caves Road #175, Austin, TX 78746



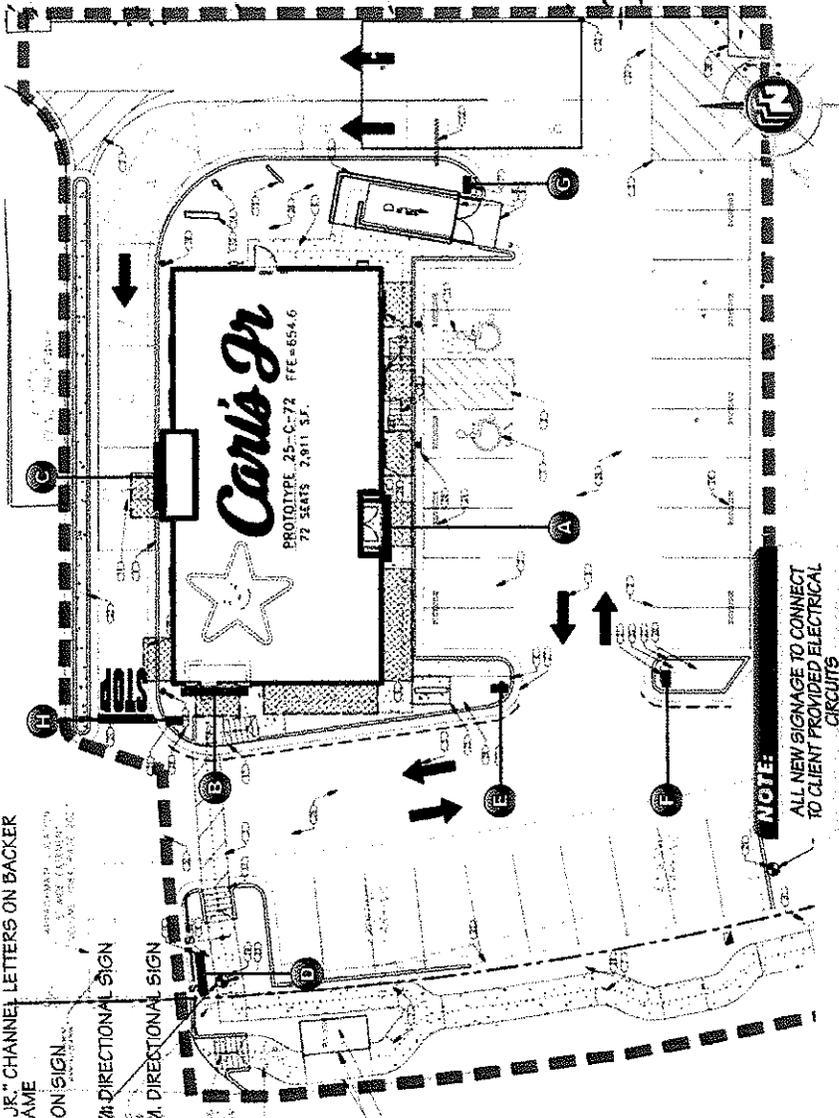
**National Sign & Marketing Corporation**



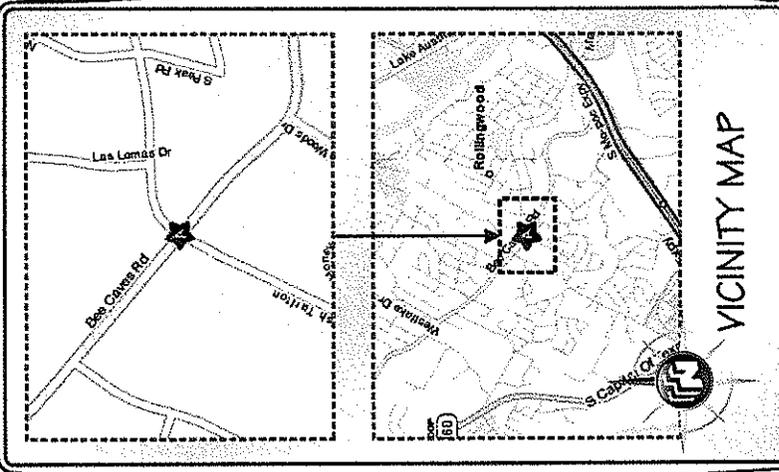
13580 5th Street • Chino, CA 91710 • Tel: 909.591.4742 • FAX: 909.591.9792 • Toll Free: 877.877.NSMC

# Scope of Work

- A** 42" ILLUM. "CARL'S JR." CHANNEL LETTERS ON BACKER WITH ALUMINUM FRAME
- B** 60" ILLUM. "CARL'S JR." CHANNEL LETTERS ON BACKER WITH ALUMINUM FRAME
- C** NEW DIF ILLUM. PYLON SIGN
- D** NEW DIF ILLUM. DIRECTIONAL SIGN
- E** NEW DIF ILLUM. DIRECTIONAL SIGN
- F** NEW DIF ILLUM. DIRECTIONAL SIGN
- G** NEW DIF ILLUM. DIRECTIONAL SIGN
- H** NEW DIF ILLUM. DIRECTIONAL SIGN



**NOTE:**  
ALL NEW SIGNAGE TO CONNECT TO CLIENT PROVIDED ELECTRICAL CIRCUITS



**LOGO ARTWORK**

SALES/PRINT TO PROVIDE ACTUAL COLOR AND FINISH, PRIOR TO FABRICATION

YES  NO

W/LOGO REMOVING OR LINE CHANGE (READY TO BE REWORKED) YES  NO

FIELD SURVEY REQUIRED FOR:

YES  NO

COLOR MATCHING PURPOSES TO EXISTING MARKING (SIGNAGE, etc.) YES  NO

W/EXISTING SIGNAGE, MARKING OR OTHER EXISTING MATERIALS TO EXISTING YES  NO

EXTRINSIC TO ALL DIMENSIONS OF EXISTING SIGNAGE (TOP, REAR, BOTTOM, PARTICIPATION) YES  NO

**MISCELLANEOUS:**

PROJECTS TO BE COMPLETED BY:

DATE: \_\_\_\_\_

PROJECT CONTRACT NO.: \_\_\_\_\_

DATE: \_\_\_\_\_

PROJECT LEAD UNIT: \_\_\_\_\_

DATE: \_\_\_\_\_

**CARL'S JR. - Austin, TX. - Site Plan**  
SCALE: NTS



**National Sign & Marketing Corporation**  
13550 SRN St., Chino, CA 91710  
Tel: 909.591.4742 Fax: 909.581.9792  
e-mail: sales@nsmc.com  
Lic# 745030 - Exp. 01/31/10

Project: Carl's Jr. #415  
Address: 3201 Bee Caves Road #175, Austin, TX 78746  
Phone: Account Mgr. S. Koppeltz  
Designer: Duffy, S. Scales, Norel Date: 05/06/2010

**Client Approval:** \_\_\_\_\_ Date: \_\_\_\_\_

**APPROVED & RELEASED FOR CONSTRUCTION**

**Revisions:**

NO.	DESCRIPTION	DATE

Drawing Number  
**24377**  
R6

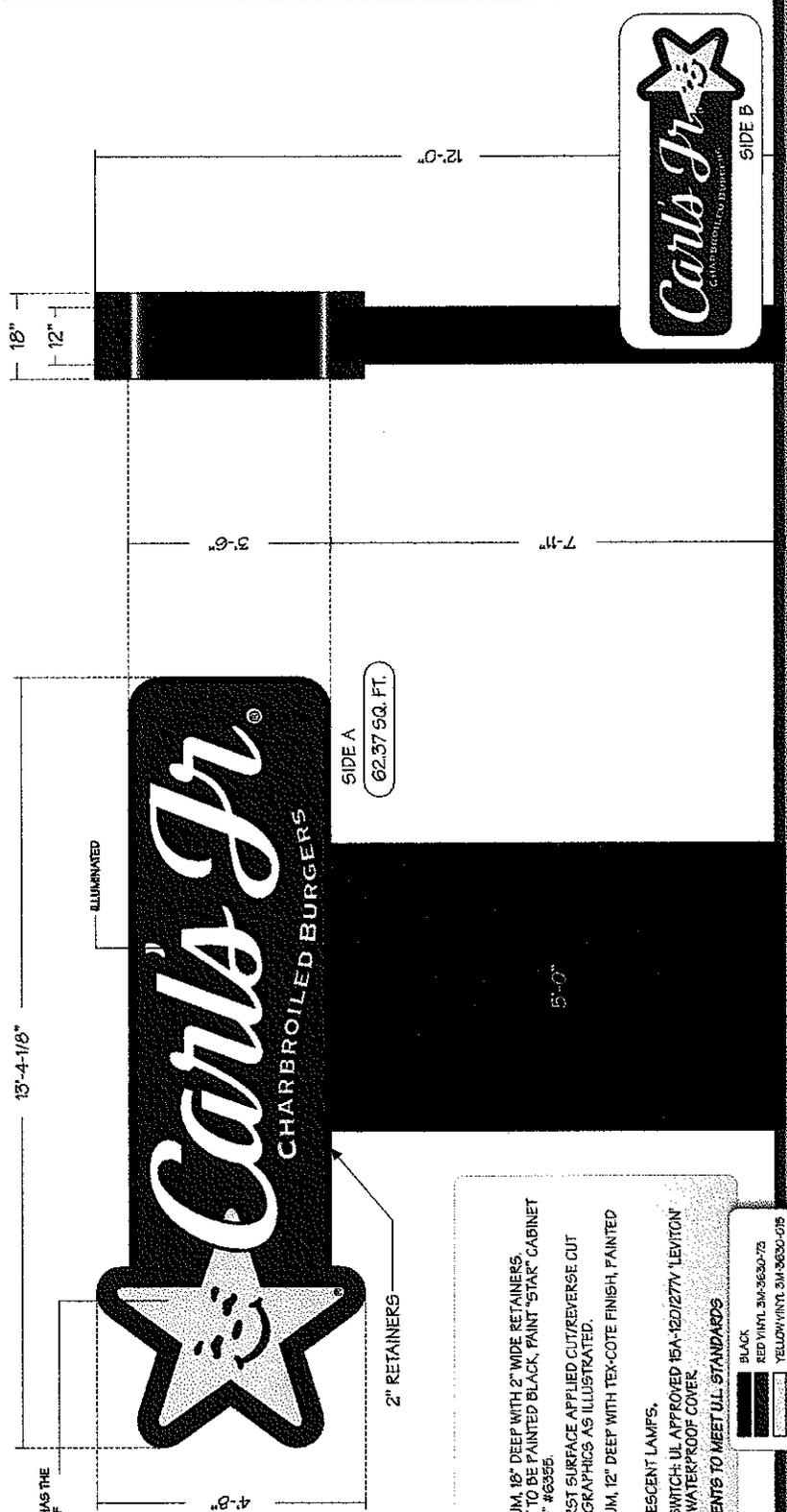


THIS IS AN ORIGINAL. THE ORIGINALS SHALL BE KEPT AT THE PROJECT SITE UNTIL THE PROJECT IS COMPLETED. YOUR ORGANIZATION WILL BE RESPONSIBLE FOR THE PROTECTION OF THIS ORIGINAL. IT IS NOT TO BE REPRODUCED OR COPIED WITHOUT THE WRITTEN PERMISSION OF THE ORIGINAL OWNER.





**"STAR" LOGO TO BE ON STREET SIDE AT ALL TIMES**



NON-ILLUMINATED BUT HAS THE ABILITY TO ILLUMINATE IF VARIANCE IS APPROVED

**Carla Jr.**  
CHARBROILED BURGERS

SIDE A  
62.37 50. FT.

2" RETAINERS

**Specifications:**  
**CABINET:** FABRICATED ALUMINUM, 18" DEEP WITH 2" WIDE RETAINERS. "CARL'S JR." CABINET TO BE PAINTED BLACK, PAINT "STAR" CABINET FRAZEE "CHERRY RED" #6395.  
**FACES:** WHITE LEXAN WITH FIRST SURFACE APPLIED CUT/REVERSE CUT TRANSLUCENT VINYL GRAPHICS AS ILLUSTRATED.  
**POLE COVER:** FABRICATED ALUMINUM, 12" DEEP WITH TEX-COTE FINISH, PAINTED BLACK FLAT FINISH.  
**ILLUMINATION:** INTERNAL H.O. FLUORESCENT LAMPS.  
**SWITCH:** TAMPER RESISTANT SWITCH UL APPROVED 15A-12D/27W 'LEVITON' #101-2L WITH KEYS WATERPROOF COVER.  
**ALL WIRING & COMPONENTS TO MEET U.L. STANDARDS**

BLACK  
 RED VINYL 3M-3630-79  
 YELLOW VINYL 3M-3630-015

END VIEW  
 NEW D/F ILLUM. PYLON SIGN

**CARL'S JR. - NEW D/F ILLUMINATED PYLON SIGN**

SCALE: 1/2" = 1'-0"



Drawing Number  
**24377**  
R6

Revisions:  
 1. 11/10/06 - 24377-01  
 2. 11/10/06 - 24377-02  
 3. 11/10/06 - 24377-03  
 4. 11/10/06 - 24377-04  
 5. 11/10/06 - 24377-05  
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 100. 11/10/06 - 24377-100

APPROVED & RELEASED FOR CONSTRUCTION

Client Approval: \_\_\_\_\_ Date: \_\_\_\_\_

Project: Carl's Jr. #445  
 Address: 2201 Bee Cave Road #175, Austin, TX 78746  
 Phone: \_\_\_\_\_ Account Mgr. S. Kosentblom  
 Designer: Duffy, S. Scale: Noted Date: 05/06/2010

**National Sign & Marketing Corporation**  
 13580 Sh. St., Chino, CA 91710  
 Tel: 909.581.4742 Fax: 909.581.9792  
 e-mail: sales@nsmc.com  
 Lic# 745030 - Exp. 01/31/10

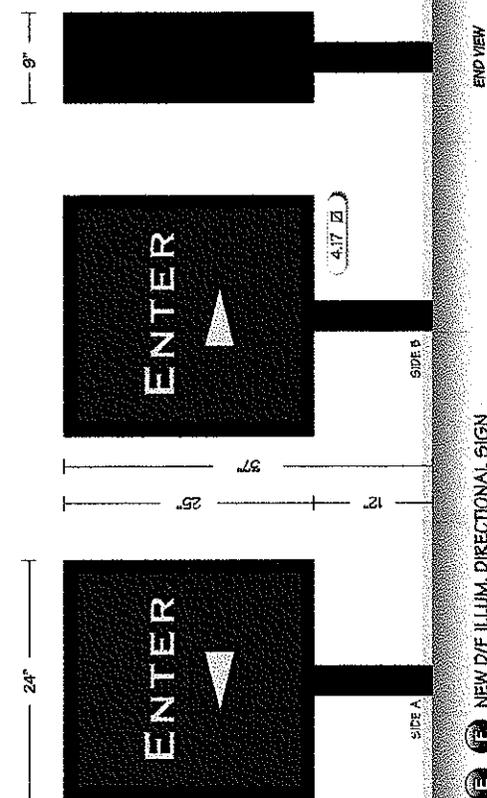
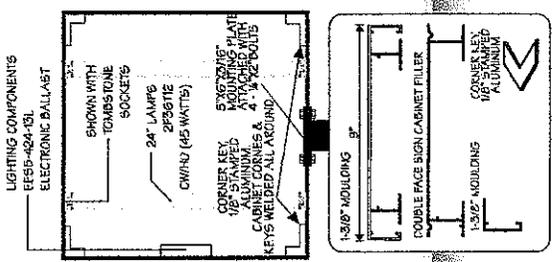
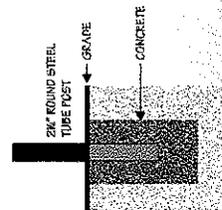


THIS IS A FORK LIFT OPERATED SIGN. IT IS NOT TO BE TOUCHED BY ANYONE OTHER THAN THE OPERATOR. IT IS NOT TO BE TOUCHED BY ANYONE OTHER THAN THE OPERATOR. IT IS NOT TO BE TOUCHED BY ANYONE OTHER THAN THE OPERATOR.

**Specifications:**

- CABINETS: FABRICATED ALUMINUM 9" DEEP, WITH 1/4" RETAINERS AND RETURNS PAINTED BLACK.
- FACES: WHITE PLEX/LEXAN WITH FIRST SURFACE APPLIED CUT/REVERSE CUT TRANSLUCENT VINYL GRAPHICS AS ILLUSTRATED.
- POST: 2 1/2" ROUND STEEL TUBE POST PAINTED BLACK.
- ILLUMINATION: INTERNAL T12 CW/RHO FLOURESCENT LAMPS.
- SWITCH: TAMPER RESISTANT SWITCH, UL APPROVED 15A-100V ALUMINUM #10D-2L WITH RETED WATERPROOF COVER.

ALL COMPONENTS TO BE U.L. APPROVED



SEE ENGINEERING FOR FOOTING DETAILS

**CARL'S JR. - NEW D/F ILLUMINATED DIRECTIONAL SIGN**  
SCALE: 1" = 1'-0"



Drawing Number  
**24377**  
R6

Revisions:  
1. 02/13/00: Change from 1/2" stamped aluminum keys to 1/4" stamped aluminum keys with 1/8" chamfered ends.  
2. 02/13/00: Change from 1/2" stamped aluminum keys to 1/4" stamped aluminum keys with 1/8" chamfered ends.  
3. 02/13/00: Change from 1/2" stamped aluminum keys to 1/4" stamped aluminum keys with 1/8" chamfered ends.

APPROVED & RELEASED FOR CONSTRUCTION  
DATE: \_\_\_\_\_  
BY: \_\_\_\_\_

Client Approval:  
DATE: \_\_\_\_\_  
BY: \_\_\_\_\_

Project: Carl's Jr. #415  
Address: 3201 Bee Caves Road #170, Austin, TX 78746  
Phone: Account Mgr. S. Rosenbloom  
Designer: Duff, S. Scale: Noted Date: 05/06/2010

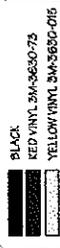
**National Sign & Marketing Corporation**  
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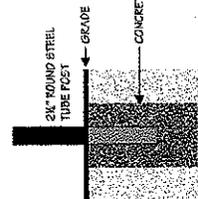
THIS IS A PRELIMINARY DRAWING. IT IS NOT TO BE USED FOR CONSTRUCTION. THE DESIGNER IS NOT RESPONSIBLE FOR THE SIGNAGE OR THE RESULTS THEREOF. THE SIGNAGE IS TO BE SHOWN TO THE CLIENT AND APPROVED BY THE CLIENT BEFORE PROCEEDING WITH THE PROJECT. THE SIGNAGE IS TO BE SHOWN TO THE CLIENT AND APPROVED BY THE CLIENT BEFORE PROCEEDING WITH THE PROJECT.

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- POST:** 2 1/2" ROUND STEEL TUBE POST PAINTED BLACK.
- ILLUMINATION:** INTERNAL T12 OH/FO FLOURESCENT LAMPS.
- SWITCH:** TAMPER RESISTANT SWITCH, 60 AMP APPROXED 1BA-120277V, LEVITON #101-2L WITH KEYS WATERPROOF COVER.

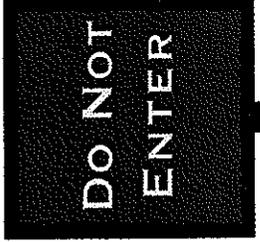


ALL COMPONENTS TO BE ILL. APPROVED



24"

9"



SIDE A

SIDE B

END VIEW

SIDE A

SIDE B

**G** NEW D/F ILLUM. DIRECTIONAL SIGN

**H** NEW D/F ILLUM. DIRECTIONAL SIGN

**I** SEE ENGINEERING FOR FOOTING DETAILS

**CARL'S JR. - NEW D/F ILLUMINATED DIRECTIONAL SIGNS**

SCALE: 1" = 1'-0"



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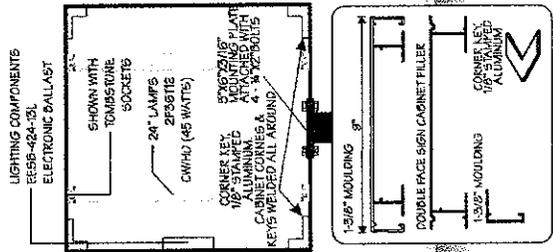
**Project:** Carl's Jr. #415  
**Address:** 3201 Bee Caves Road #715, Austin, TX 78746  
**Phone:** \_\_\_\_\_ **Account Mgr.:** S. Rosenbloom  
**Designer:** Duffy, S. **Scale:** Noted **Date:** 05/09/2010

**Client Approval:** \_\_\_\_\_  
 Date: \_\_\_\_\_

**APPROVED & RELEASED FOR CONSTRUCTION**

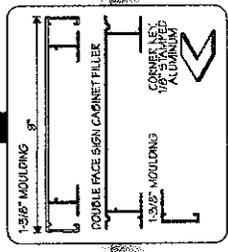
**Revisions:**  
 1. 05/09/2010: Initial design.  
 2. 05/10/2010: Revised design for construction.  
 3. 05/11/2010: Final design for construction.

**Drawing Number**  
**24377**  
**RE**

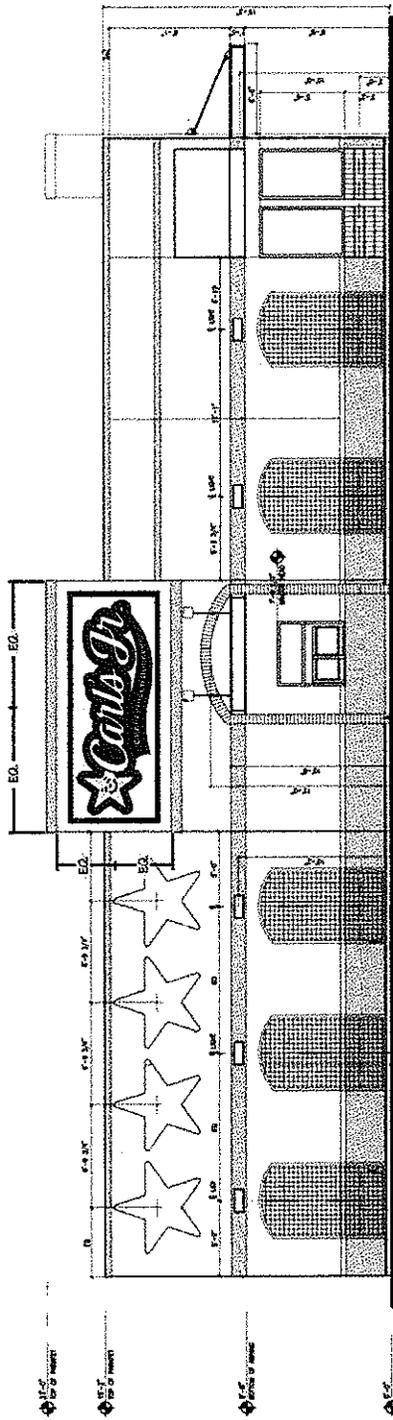


LIGHTING COMPONENTS  
 EESB-424-13L  
 ELECTRONIC BALLAST

SHOWN WITH  
 TOMBSTONE  
 SOCKETS  
 24" LAMPS  
 2E84T12  
 6W/40 (45 WATTS)  
 CORNER KEY  
 MOUNTING PLANT  
 ALUMINUM  
 CABINET CORNERS &  
 ATTACHED WITH  
 KEYS WELDED ALL AROUND.



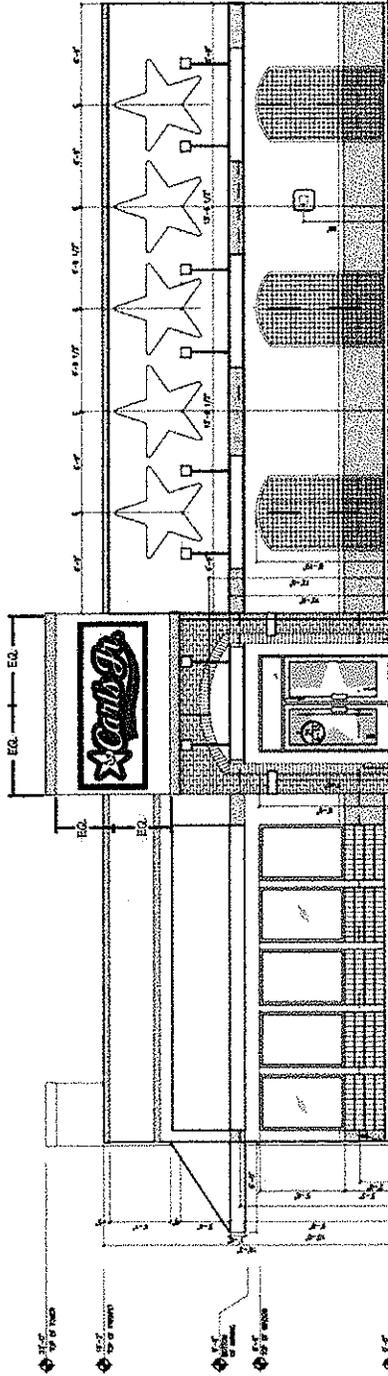
1/2" MOUNTING  
 9"  
 DOUBLE FACE SIGN CABINET FILLER  
 CORNER KEY  
 MOUNTING  
 ALUMINUM



60" ILLUM. "CARL'S JR." CHANNEL LETTERS ON BACKER WITH ALUMINUM FRAME

**North Elevation**

SCALE: 1/8" = 1'



42" ILLUM. "CARL'S JR." CHANNEL LETTERS ON BACKER WITH ALUMINUM FRAME

**South Elevation**

SCALE: 1/8" = 1'

THIS IS A PRELIMINARY DRAWING. IT IS NOT TO BE USED FOR CONSTRUCTION. THE PROJECT ENGINEER SHALL BE RESPONSIBLE FOR VERIFYING ALL DIMENSIONS AND MATERIALS. ANY CHANGES TO THIS DRAWING MUST BE APPROVED BY THE PROJECT ENGINEER.



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 Account Mgr.: S. Rosenbloom  
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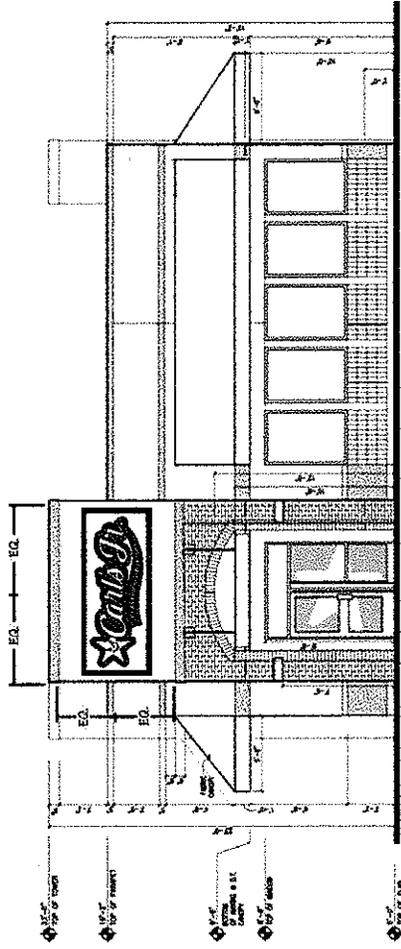
Client Approval: \_\_\_\_\_ Date: \_\_\_\_\_

APPROVED & RELEASED FOR CONSTRUCTION

Revisions:  
 1. 05/06/2010: Initial Design  
 2. 05/11/2010: Revise Signage to match actual site  
 3. 05/11/2010: Add Frame to Signage  
 4. 05/11/2010: Change Signage to match actual site

Drawing Number  
**24377**  
 R6

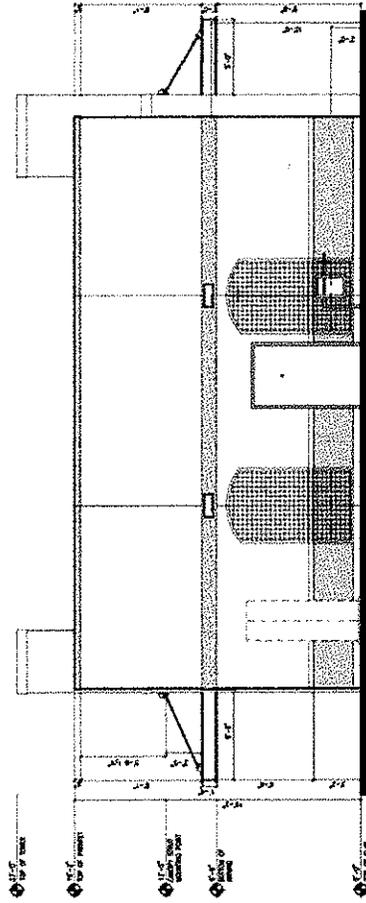




**42" ILLUM. "CARL'S JR." CHANNEL LETTERS ON BACKER WITH ALUMINUM FRAME**

**West Elevation**

SCALE: 1/8" = 1'



**East Elevation**

SCALE: 1/8" = 1'

THIS IS A MACHINE GENERATED DRAWING. IT IS NOT TO BE SUBJECT OF SIDE OR OTHER OR IN ANY MANNER. IT IS NOT TO BE SUBJECT OF SIDE OR OTHER OR IN ANY MANNER. IT IS NOT TO BE SUBJECT OF SIDE OR OTHER OR IN ANY MANNER.



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**Designer:** Duff & Scale: Nassal **Date:** 05/06/2010

**Client Approval:** \_\_\_\_\_  
 Date: \_\_\_\_\_

**APPROVED & RELEASED FOR CONSTRUCTION**

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 5. 05/06/2010 - 24377 R6  
 6. 05/06/2010 - 24377 R6  
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